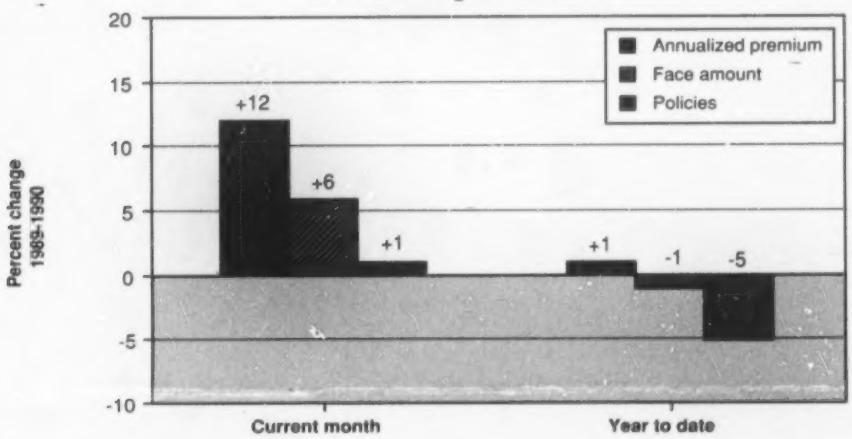
FIG 225-2

I/R Code 47.40
*July 1990*

# MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

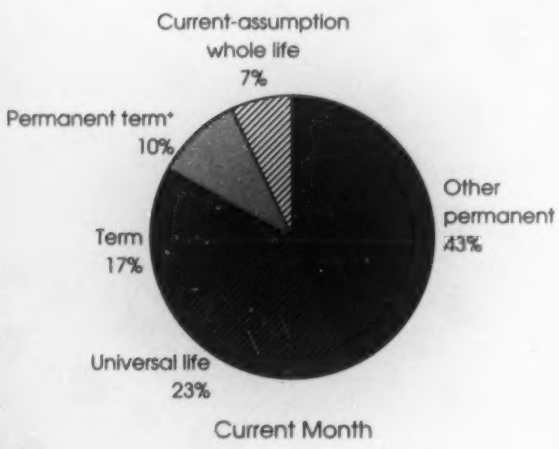
## Individual Sales

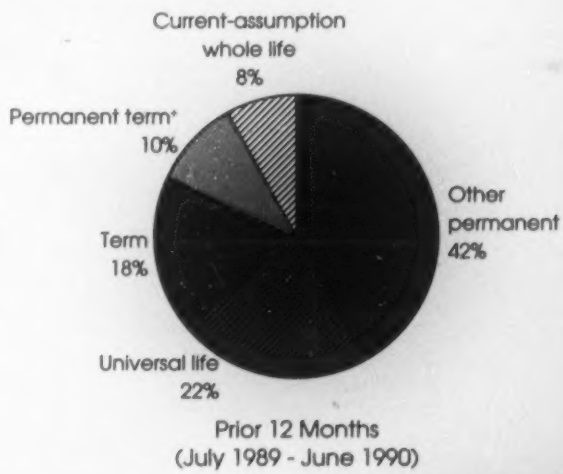
### 36 Companies




## Annualized Premium Market Share by Product

### 26 Companies Representing 82 Percent of July Sales




* Estimate based on 17 companies

LIMRA INTERNATIONAL
*Profit from our research.*

# Sales Comparisons with Last Year

Ratio 1990/1989

| | | Annualized premiums | Face amount | Number of policies |
|---|---|---|---|---|
| **Permanent term** (16 cos.) | Month | 109% | 104% | 97% |
| | Year to date | 112% | 109% | 107% |
| **All other term** (21 cos.) | Month | 108% | 111% | 105% |
| | Year to date | 105% | 103% | 102% |
| **Universal life** (18 cos.) | Month | 143% | 146% | 143% |
| | Year to date | 123% | 126% | 122% |
| **Current-assumption whole life** (10 cos.) | Month | 99% | 94% | 95% |
| | Year to date | 98% | 98% | 98% |
| **All other permanent** (21 cos.) | Month | 96% | 94% | 93% |
| | Year to date | 88% | 86% | 84% |

# Policy Characteristics by Product

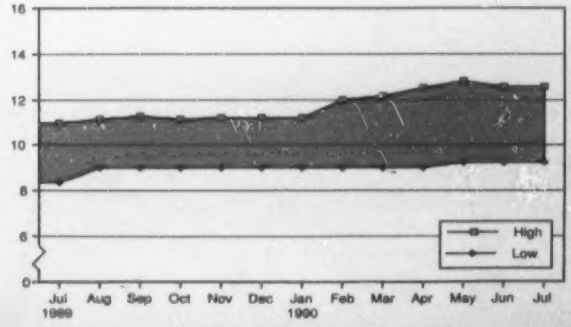
| | | Premium per $1,000 | Average size policy | Premium per policy |
|---|---|---|---|---|
| **Permanent term** (16 cos.) | Month | $ 7.33 | $ 95,936 | $ 703 |
| | Year to date | $ 7.06 | $ 91,836 | $ 649 |
| | Year-to-date ratio | 102% | 102% | 105% |
| **All other term** (21 cos.) | Month | $ 2.94 | $ 187,064 | $ 550 |
| | Year to date | $ 2.98 | $ 180,597 | $ 539 |
| | Year-to-date ratio | 101% | 101% | 103% |
| **Universal life** (18 cos.) | Month | $ 8.91 | $ 104,778 | $ 934 |
| | Year to date | $ 8.98 | $ 99,450 | $ 893 |
| | Year-to-date ratio | 98% | 103% | 101% |
| **Current-assumption whole life** (10 cos.) | Month | $ 8.72 | $ 41,664 | $ 364 |
| | Year to date | $ 8.23 | $ 41,011 | $ 338 |
| | Year-to-date ratio | 101% | 100% | 101% |
| **All other permanent** (21 cos.) | Month | $ 11.88 | $ 55,182 | $ 656 |
| | Year to date | $ 11.58 | $ 53,716 | $ 622 |
| | Year-to-date ratio | 102% | 103% | 105% |

# Universal Life

## Interest Rates This Month

| | |
|---|---|
| Median | 11.40% |
| Range | 9.25% - 12.58% |
| Range of middle 50% | 10.50% - 11.75% |
| Number of companies reporting | 15 |
| Number of plans reported | 41 |
| Number of new plans | 0 |
| Number of plans dropped | 0 |
| Number of plans showing. . . | |
| No change | 22 |
| Increases | 11 |
| Average increase | 0.35% |
| Decreases | 8 |
| Average decrease | 0.28% |

## 13-Month Interest Rate Range



# Contributors' Growth Rates

## Change in Annualized Premium
## Year to Date

| Percent change 1989 - 1990 | Number of companies... Group I | Group II | Group III | All |
|---|---|---|---|---|
| 21% or over | 0 | 1 | 1 | 2 |
| 11% – 20% | 3 | 2 | 5 | 10 |
| 1% – 10% | 6 | 3 | 1 | 10 |
| -9% – 0 | 0 | 3 | 2 | 5 |
| -19% – -10% | 1 | 1 | 3 | 5 |
| -20% or under | 0 | 3 | 1 | 4 |

# Total Sales

## Revised Through Current Month

| | Annualized premium (000) | | | Face amount (000) | | | Number of policies | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1989 | 1990 | Ratio 90/89 | 1989 | 1990 | Ratio 90/89 | 1989 | 1990 | Ratio 90/89 |
| January | $ 34,819 | $ 33,186 | 95% | $ 5,105,851 | $ 5,009,001 | 98% | 58,491 | 53,313 | 91% |
| February | 42,866 | 41,230 | 96 | 6,510,591 | 5,990,475 | 92 | 74,116 | 66,561 | 90 |
| March | 47,163 | 49,496 | 105 | 6,792,715 | 7,029,099 | 103 | 78,533 | 78,190 | 100 |
| April | 45,443 | 44,571 | 98 | 6,672,726 | 6,367,004 | 95 | 77,872 | 70,759 | 91 |
| May | 49,530 | 49,368 | 100 | 7,331,162 | 7,161,311 | 98 | 84,049 | 78,914 | 94 |
| June | 52,925 | 53,654 | 101 | 7,666,626 | 7,601,515 | 99 | 84,127 | 81,869 | 97 |
| July | 42,481 | 47,663 | 112 | 6,136,290 | 6,517,404 | 106 | 66,581 | 67,276 | 101 |
| August | 40,585 | | | 5,821,180 | | | 62,365 | | |
| September | 42,804 | | | 6,227,396 | | | 73,533 | | |
| October | 48,131 | | | 6,914,972 | | | 79,977 | | |
| November | 53,032 | | | 7,478,023 | | | 83,230 | | |
| December | 54,886 | | | 7,621,355 | | | 77,575 | | |
| Year total | $554,665 | | | $80,278,887 | | | 900,449 | | |
| Year to date | $315,227 | $319,168 | 101% | $46,215,961 | $45,675,809 | 99% | 523,769 | 496,882 | 95% |

| | Premium per $1,000 | | | Average size policy | | | Premium per policy | | |
|---|---|---|---|---|---|---|---|---|---|
| | 1989 | 1990 | Ratio 90/89 | 1989 | 1990 | Ratio 90/89 | 1989 | 1990 | Ratio 90/89 |
| January | $ 6.82 | $ 6.63 | 97% | $ 87,293 | $ 93,955 | 108% | $ 595 | $ 622 | 105% |
| February | 6.58 | 6.88 | 105 | 87,843 | 90,000 | 102 | 578 | 619 | 107 |
| March | 6.94 | 7.04 | 101 | 86,495 | 89,898 | 104 | 601 | 633 | 105 |
| April | 6.81 | 7.00 | 103 | 85,688 | 89,982 | 105 | 584 | 630 | 108 |
| May | 6.76 | 6.89 | 102 | 87,225 | 90,748 | 104 | 589 | 626 | 106 |
| June | 6.90 | 7.06 | 102 | 91,132 | 92,850 | 102 | 629 | 655 | 104 |
| July | 6.92 | 7.31 | 106 | 92,163 | 96,876 | 105 | 638 | 708 | 111 |
| August | 6.97 | | | 93,340 | | | 651 | | |
| September | 6.87 | | | 84,688 | | | 582 | | |
| October | 6.96 | | | 86,462 | | | 602 | | |
| November | 7.09 | | | 89,848 | | | 637 | | |
| December | 7.20 | | | 98,245 | | | 708 | | |
| Year total | $ 6.91 | | | $ 89,154 | | | $ 616 | | |
| Year to date | $ 6.82 | $ 6.99 | 102% | $ 88,237 | $ 91,925 | 104% | $ 602 | $ 642 | 107% |

# July Sales by Size Group

| | | Annualized premium (000) | | Face amount (000) | | Number of policies | |
|---|---|---|---|---|---|---|---|
| | | 1989 | 1990 | 1989 | 1990 | 1989 | 1990 |
| **Group I** | Month | $ 26,338 | $ 29,454 | $ 3,553,663 | $ 3,824,488 | 41,773 | 42,980 |
| | Year to date | $190,063 | $201,404 | $25,848,966 | $27,310,388 | 322,111 | 322,912 |
| **Group II** | Month | $ 12,307 | $ 13,780 | $ 1,937,519 | $ 2,027,762 | 18,479 | 17,827 |
| | Year to date | $ 94,930 | $ 88,269 | $15,354,492 | $13,845,952 | 151,798 | 127,192 |
| **Group III** | Month | $ 3,836 | $ 4,429 | $ 645,108 | $ 665,154 | 6,329 | 6,469 |
| | Year to date | $ 30,234 | $ 29,495 | $ 5,012,503 | $ 4,519,469 | 49,860 | 46,778 |

# About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance — annualized premiums, face amount (volume), and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The results are based on the experience of 36 companies plus four subsidiary companies operating in Canada. The contributors represent 77 percent of the 1988 Canadian ordinary volume sold and 81 percent of 1988 first-year collected premiums. Since no industry data are available on total annualized new ordinary premiums, the proportion of annualized premiums represented by these contributors cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

Company corrections are incorporated on a monthly basis to provide contributors with the most up-to-date information.

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—Market Research

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# Contributors

**Group I**
Canada Life
Great-West Life†
Industrial-Alliance Life†
London Life†
Manufacturers Life†
Metropolitan Life†
(includes Metropolitan Life of Canada)
Mutual Life of Canada†
North American Life (Canada)†
Prudential of America†
Sun Life of Canada†

**Group II**
Commercial Union Life of Canada
Confederation Life
Co-operators Life
Crown Life†
Imperial Life of Canada
La Laurentienne†
(includes Laurentian Life of Canada)
National Life of Canada
New York Life†
(includes New York Life of Canada)
Prudential of England
(includes Prudential Life of England)
Seaboard Life†
Sovereign Life (Canada)†
Transamerica Occidental Life†
(includes Transamerica Life of Canada)
Zurich Life of Canada†

**Group III**
Assumption Mutual Life
Assurance-Vie Desjardins*
COLONIA Life†
Equitable Life of Canada†
Financial Life of Canada†
Knights of Columbus†
Laurier Life†
Lutheran Life of Canada†
Royal Life (Canada)†
La Sauvegarde†*
La Solidarite
State Farm Life†
L'Union-Vie†

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on the sum of first-year and renewal direct-written ordinary life premium income as of December 31, 1986.

† Company is included in product market share chart.

* Assurance-Vie Desjardins and La Sauvegarde merged as of July 1, 1990, as L'Assurance-Vie Desjardins Inc. but still report separately.

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